



BIKE SHARE

November 1 - November 30 2018 Report Tempe



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	112	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	766	N/A
Trips		
Total Trips	9,611	4,470
Trips Per Day (average)	320	149
Utilization Rate (trips per bike per day)	.42	.5
Active Members		
Total Membership	28,363	N/A
Monthly/Yearly Plans	819	N/A
Pay-As-You-Go & 7 Day Plan	27,544	N/A
Revenue		
Total Revenue	\$25,713.62	\$5,538
Maintenance/Customer Service Activity		
Total CS Cases Created	206	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	13	302
Monthly	27	230
Annual	0	143
Other	12	144
Pay As You Go	741	27,473
7 Day Pass	133	71
TOTAL	926	28,363

Trips

Cumulative Trips Per Day of the Week
November 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
613	734	623	822	769	480	429

Trip Initiation Method (Tempe Only)

Table 4

Mobile	980
Keypad (manually entered)	3,472
Keypad RFID Card	13
Website	5

Table 5

	Nov (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	9,611	103,988	4,470	45,558
Total Miles Ridden	12,987	165,987	6,085	81,005
Avg Trip Distance	1.4	2.1	1.4	1.8
Avg Trip Time	19:20	23:54	21:11	20:12
Avg Weekday Trips	330	290	162	136
Avg Weekend Day Trips	293	304	114	125
Holds	489	4,894	N/A	N/A
Ended out of Hub	4,975	43,742	3,106	26,287
Ended out of System Area	67	373	45	178

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	Nov Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,800	29%	36,164	35%
7 Day Pass	621	6%	6,684	6%
Annual	443	5%	5,267	5%
Monthly	1,139	12%	12,209	12%
Student	4,217	44%	38,799	37%
Other	391	4%	4,865	5%
TOTAL	9,611		103,988	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	Nov Trips	%	Trips YTD	% YTD
Pay-as-you-go	926	21%	13,609	30%
7 Day Pass	147	3%	2,454	5%
Annual	36	1%	413	1%
Monthly	371	8%	4,594	10%
Student	2,973	67%	24,052	53%
Other	17	0%	436	1%
TOTAL	4,470		45,558	

Tuesday, November 6th was the highest day for regional ridership with a total of 409 trips taken. For trips originating in the Tempe service area, Tuesday, November 6th was also the top day for ridership with trips 202 taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	519	T22 Baseline Rd / Priest Dr	1
P129 5th St / Roosevelt St	319	M113 2nd St. and Morris (Mesa Center for Higher Education)	1
P120 Central Ave / Taylor St	304	M123 1st Place and Date St.	1
T16 Apache Blvd / Rural Rd	302	M109 Main St / Horne	0
P127 Central Ave / Roosevelt St	294	M104 Macdonald / 1st St (Museum of Natural History)	0
P125 Pierce St / 1st Street	292	P159 Sherman St / 3rd Ave.	0
T21 Forest Ave/ Lemon St. (Best Hall)	278	M119 5th St. and Hibbert (Escobedo Park)	0
T14 College Ave / University Dr	276	M122 462 N. Drew St. (Drew Community Park)	0
T27 McAllister Ave / Apache Blvd	276	*T19 Kiwanis Park Station was closed on October 7th for Construction	0
T25 University Dr. / ASU Student Housing	274	M105 Robson / 1st St (i.d.e.a. Museum)	0

*On September 14th, at the request of the city, 8 of the 15 racks were removed from the Kiwanis park Hub so that SRP could conduct construction / installation of a new transformer. On October 7, at the request of the city, 4 racks were removed. At the time the entire station was blocked off due to construction. The station will be restored to 8 racks after construction is complete.

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T16 Apache Blvd / Rural Rd	15	74	228	302	0.64	0
T21 Forest Ave/ Lemon St. (Best Hall)	20	111	167	278	0	0
T14 College Ave / University Dr	15	114	162	276	0	0
T27 McAllister Ave / Apache Blvd	25	77	199	276	0.25	0
T25 University Dr. / ASU Student Housing	23	96	178	274	0	0
T20 Tempe Center for the Arts	10	105	104	209	0	0
T26 ASU Memorial Union	25	61	132	193	0	0
T13 College Ave / Apache Blvd	15	74	113	187	4.67	0
T03 Rural Rd / Terrace Rd	11	70	93	163	0	0.05
T17 Tempe Beach Park	25	75	82	157	0	0
T04 Apache Blvd / Dorsey Ln	10	50	84	134	0	0
T01 5th St / Forest Ave	20	45	84	129	0	0
T29 Tempe Town Lake Marina	9	63	62	125	0	0
T18 Neil Giuliano Park	15	55	66	121	0	0
T31 6th St / Mill Ave	15	52	61	113	0	0
T11 University Dr / Mill Ave	20	48	60	108	0	0
T02 3rd St / Mill Ave	9	51	51	102	2.26	0
T24 Westside Center	10	35	67	102	0	0
T28 Rio Salado Pkwy / Mill Ave	10	28	69	97	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	6	70	23	93	60.36	0
ASU Coor Hall - S Forset Mall (Virtual Hub)	6	44	19	63	78.74	0
T05 McClintock Dr / Apache Blvd	15	16	37	53	6.6	0
T12 Rural Rd / Southern Ave	10	21	32	53	0	0
T15 8th St / Dorsey Ln	10	13	29	42	0	0
T10 Washington St / Priest Dr	10	12	26	38	8.26	0

T09 Washington St / Center Pkwy	9	17	18	35	0	0
T30 Evelyn Hallman Park	8	14	20	34	0	0
T07 Smith-Martin / Apache Blvd	10	3	23	26	0	0
T23 Escalante Center	10	7	16	23	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	10	9	19	0	0
T08 Apache Blvd / Price Rd	10	2	9	11	0	0
T32 North Tempe Multigen Center	10	4	6	10	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	3	5	8	99.73	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	3	1	4	96.57	0
T22 Baseline Rd / Priest Dr	10	0	1	1	0	0
T19 Kiwanis Park*	3	0	0	0	0	0

*On September 14th, at the request of the city, 8 of the 15 racks were removed from the Kiwanis park Hub so that SRP could conduct construction/installation of a new transformer. On October 7, at the request of the city, 4 racks were removed. At the time the entire station was blocked off due to construction. The station will be restored to 8 racks after construction is complete.

Out of Station Lock-Ups in Tempe

Of the 4,470 trips started in the Tempe system area in November, 45 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park, Marina Heights, Centerpoint on Mill, and Walmart.

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	519,499	6,639,474.2	519,480	3,516,320
Carbon Offset	11,452.6 lbs	146,092.1	11,428.6	77,359.1

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	766	N/A
Bikes inspected in field	1,860	750
Bicycles repaired	105	36
Average bike repair time	30 min	30 min
Bikes lost or stolen	0	0
Graffiti Cleaned	4	1

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	November	YTD
1	Other	298	3,135
2	Seat	8	92
3	Shifting/Pedaling	12	236
4	Lock	21	374
5	Keypad	46	421
6	Brakes	6	93
7	Flat Tire	44	475
8	Lighting	7	71
9	Frame	4	46

Compared to the previous month there was a .53% decrease in repairs/issues reported by users via the bikes on-board keypad. In November, 4.64% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in November was Member Inquiries.

Table 13

Reason For Contact	November Created Cases (Full System)	YTD
Member Inquiries	45	426
Billing	21	211
Account Management	29	229
Bike Issue	20	190
Charges	19	253
General Education	20	163
Operations	36	356
Sign Up	12	86
Hub Request	4	38
Partnerships	0	40
New Program Request	0	8
Total CS Cases Created	206	2,000

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	56 seconds
Avg duration of call	6 min

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In November, the average revenue for the full system was \$22.47 per bike and \$1.79 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$8,829.00	34.34%	N/A
Ride Fees	\$9,997.62	38.88%	\$5,903
Out of Hub Fees	\$0.00	0.00%	\$0.00
Out of System Area Fees	\$0.00	0.00%	\$0.00
Rider Bonuses Given	-\$1,613.00	-6.27%	-\$365
Ad Revenue	\$8,500	33.06%	
TOTAL	\$25,713.62		\$5,538

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	2,001
Twitter	12K
Instagram	2,840

Events

Table 18

Event Name	City	Date
SRP Sustainability Street Fair	Tempe	11/1
Choice Neighborhoods Community Bike Ride	Phoenix	11/3
Phoenix Hispanic Network Bike Ride	Phoenix	11/10
Capital Rideshare Benefit Fair / ADOA	Phoenix	11/15
Capital Rideshare Benefit Fair / AHCCCS	Phoenix	11/27

Weather

Table 19 (Source: www.wunderground.com)

Nov	Full Sys.	high	low	avg	Precip. sum
1	344	78	56	67	0
2	385	82	56	69	0
3	380	82	57	70	0
4	333	82	59	71	0
5	373	84	59	72	0
6	409	84	58	71	0
7	361	83	59	71	0
8	374	81	59	70	0
9	421	78	54	66	0
10	337	79	55	67	0
11	285	74	52	63	0
12	256	67	45	56	0
13	339	68	47	58	0
14	347	68	51	60	0
15	352	76	44	60	0
16	328	77	50	64	0
17	241	75	48	62	0
18	297	74	51	63	0
19	334	76	48	62	0
20	366	78	53	66	0
21	306	75	51	63	0
22	164	67	54	61	0
23	239	70	51	61	0
24	277	72	48	60	0
25	197	72	49	61	0
26	304	76	48	62	0
27	314	76	49	63	0
28	323	76	51	64	0
29	308	68	52	60	0.26
30	317	65	51	58	0.09